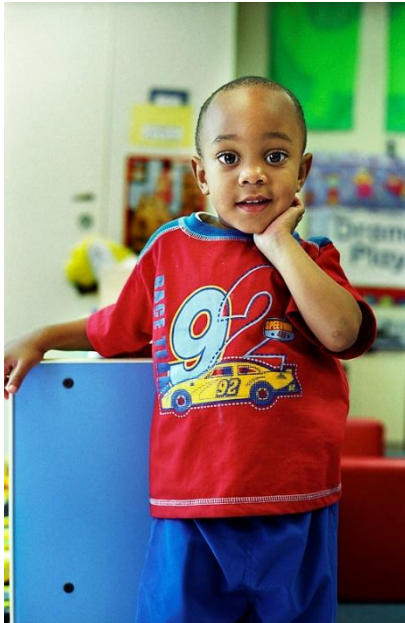


# Making Connections: Advocacy for Children



Ready Kids Conference

June 17, 2014

Julie Witten

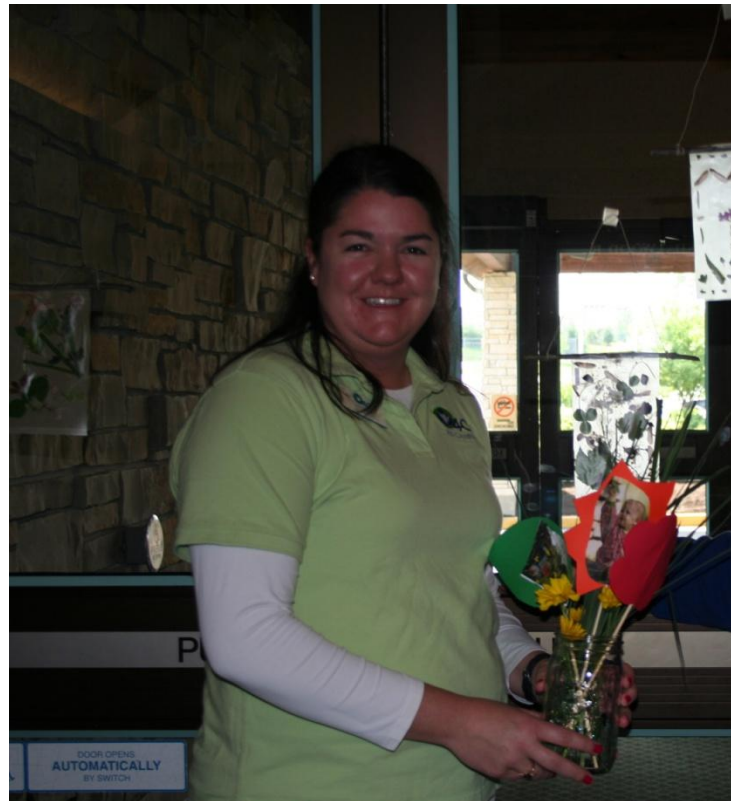
Director, Kentucky Services, 4C for Children

# Learning Objective

Define advocacy and explore the messages and tools that promote early childhood care and development as a worthy investment.

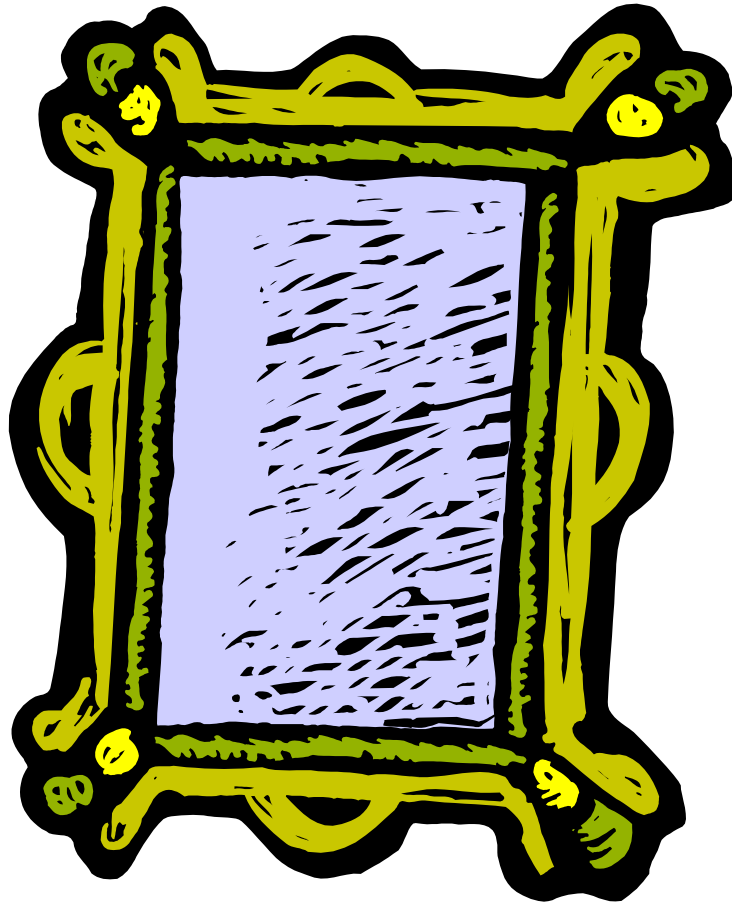
# Advocate?

# Not me! I just work here!



- **Advocacy is building support for an**
- issue among audiences such as the
- general public, elected officials, the
- media, and key opinion leaders.

# An Advocate, Who Me?

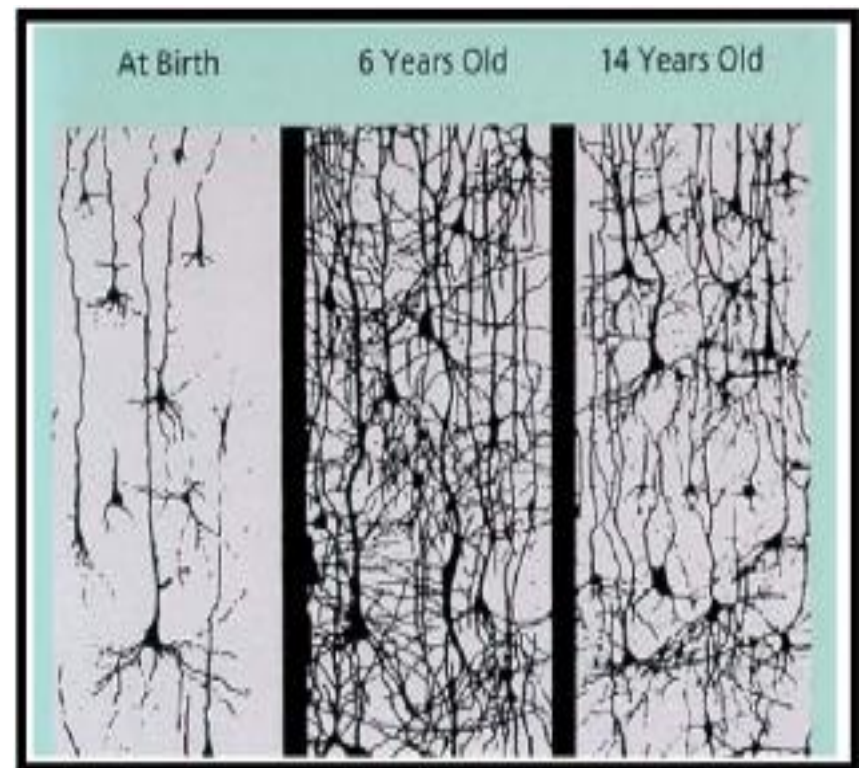
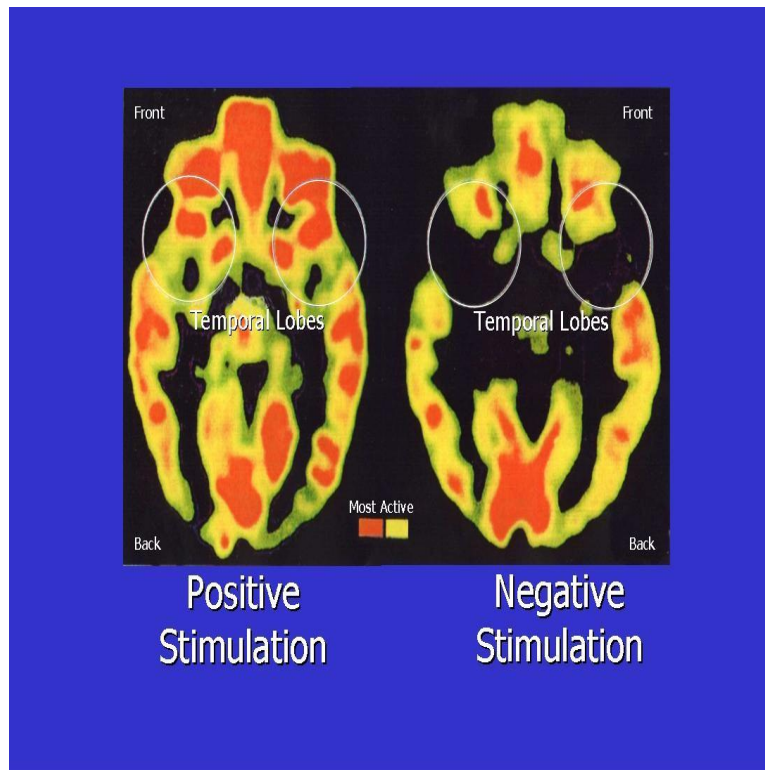




“...Early child development is economic development with a very high return. I want to stress that it’s a public return. I want to stress that it’s an economic return.”

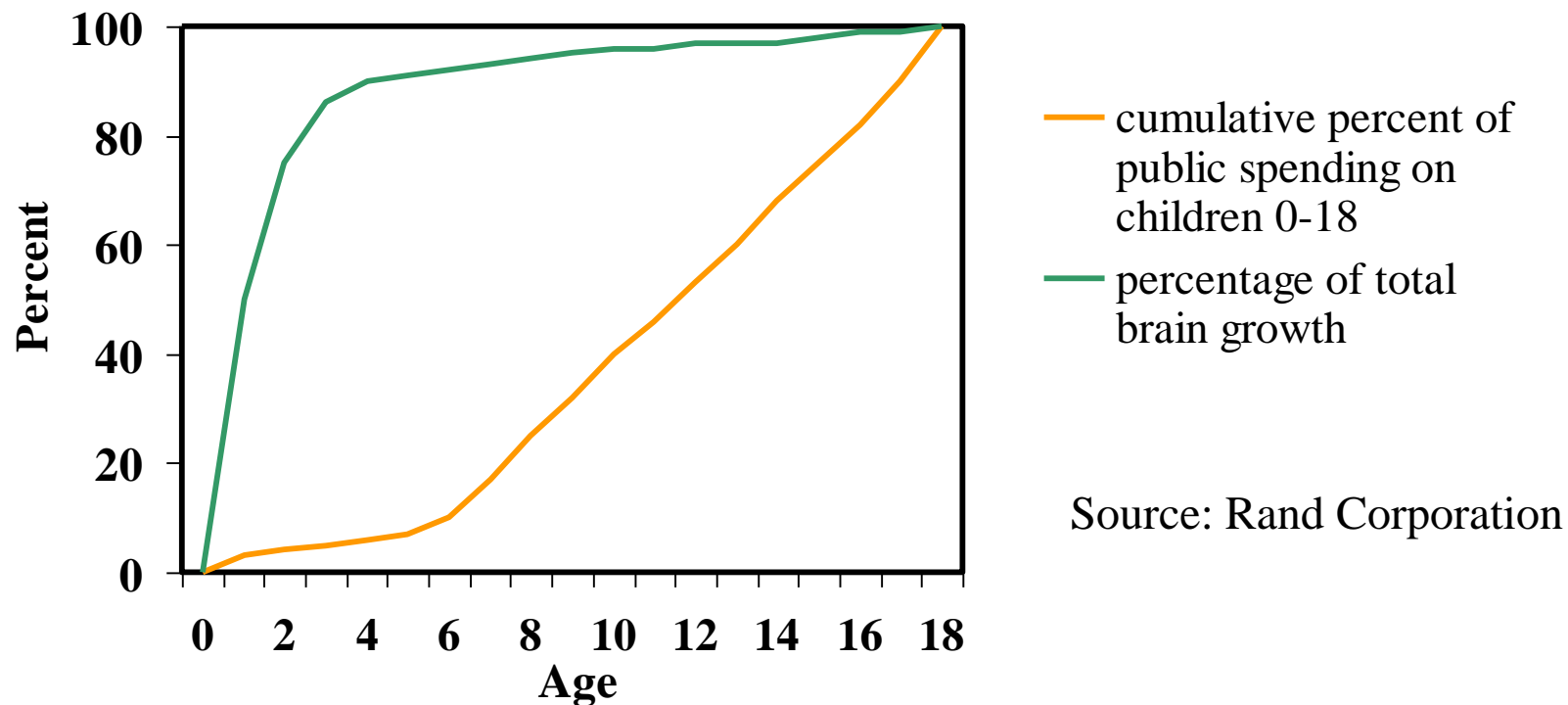
Economist Arthur Rolnick  
Federal Reserve Bank of  
Minneapolis

# Children- A Wise Investment



Credit: Pritchard Committee for Academic Excellence, Strong Start, 2011

# Children- A Wise Investment

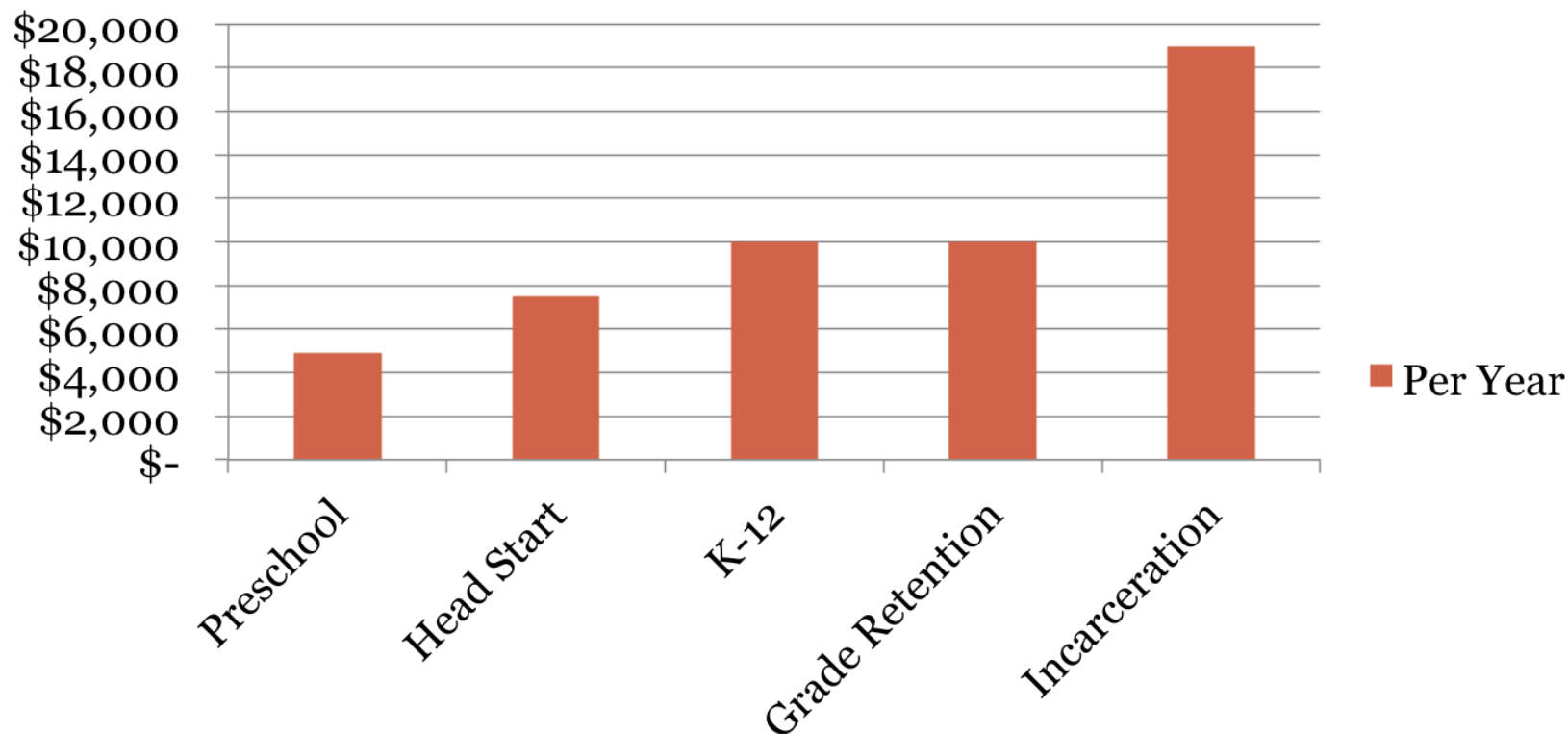


90 percent of public expenditures occur after age five, after 90% of brain development has occurred.



# Big Bang for Your Buck

**Per Year**



Credit: Pritchard Committee for Academic Excellence, Strong Start, 2011

# WOW!

# Big Bang for Your Buck

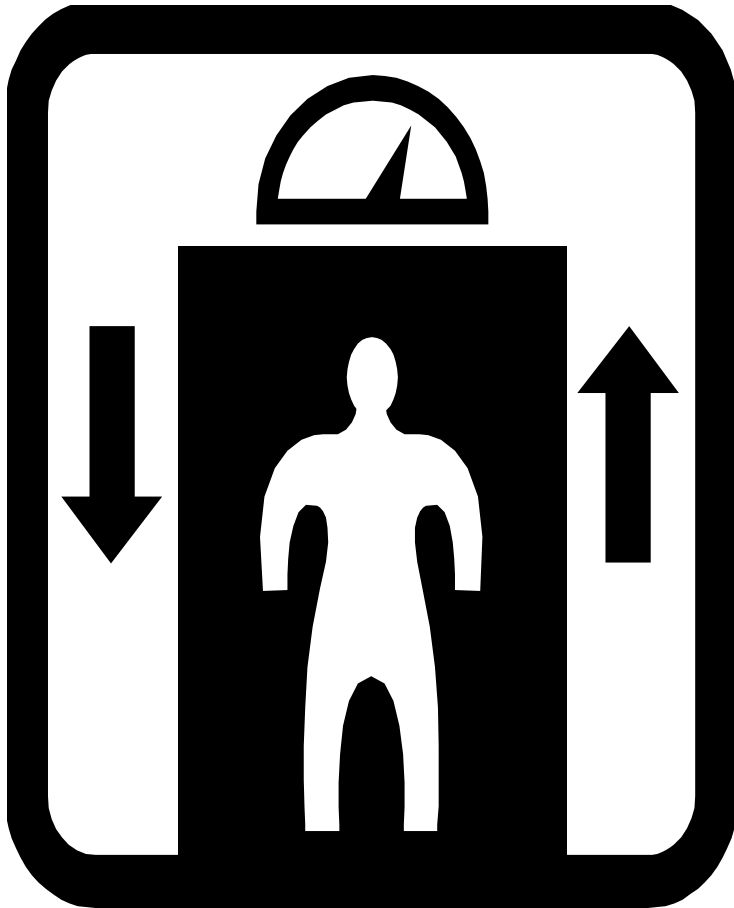
- Promotes positive brain development
- Promotes school readiness
- Saves tax dollars
- Contributes to long-term economic growth
- Prepares today's children for tomorrow's competitive workforce

# Making Your Message “Stick”

- **E**ngage the Audience
- State the **P**roblem
- **I**nform Others of Potential Solutions
- **C**all to Action



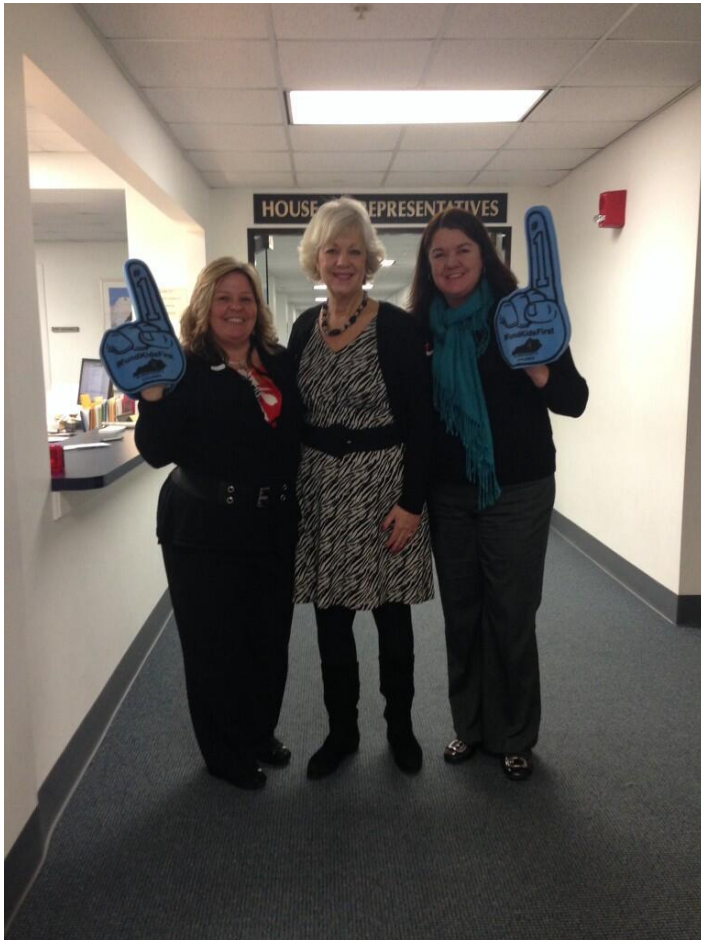
# Elevator Pitch



A short and compelling  
“pitch” for a cause:

- Open strong
- Discuss the problem
- Provide the solution

# Take the Show on the Road





**CCAP RATES  
HAVE NOT  
BEEN RAISED  
SINCE  
2004**

**HELP ME TAKE  
STEPS  
TOWARD MY  
FUTURE**

**CHILDCARE  
KEEPS  
PARENTS  
EARNING &  
CHILDREN  
LEARNING**





# It Worked!!

- 1/24/13 Drastic cuts announced to CCAP
- 2/7/13 Children's Advocacy Day
- 4/1/13 Freeze on new applications
- 7/1/14 Income reduction to 100% FPL
- 1/13/14 KY Legislature budget session begins
- 1/16/14 Children's Advocacy Day
- 1/21/14 Governor Beshear reinstates CCAP in his budget- on to House and Senate
- 2/27/14 House preserves full restoration, Senate cuts by 15M in year one
- 4/15/14 Budget passes KY legislature

We are happy with the results (for now)!

- Data collection
- Prepare the “case”
- Media outreach
- Recruit partners (likely and unlikely)
- Collect stories
- Legislative visits

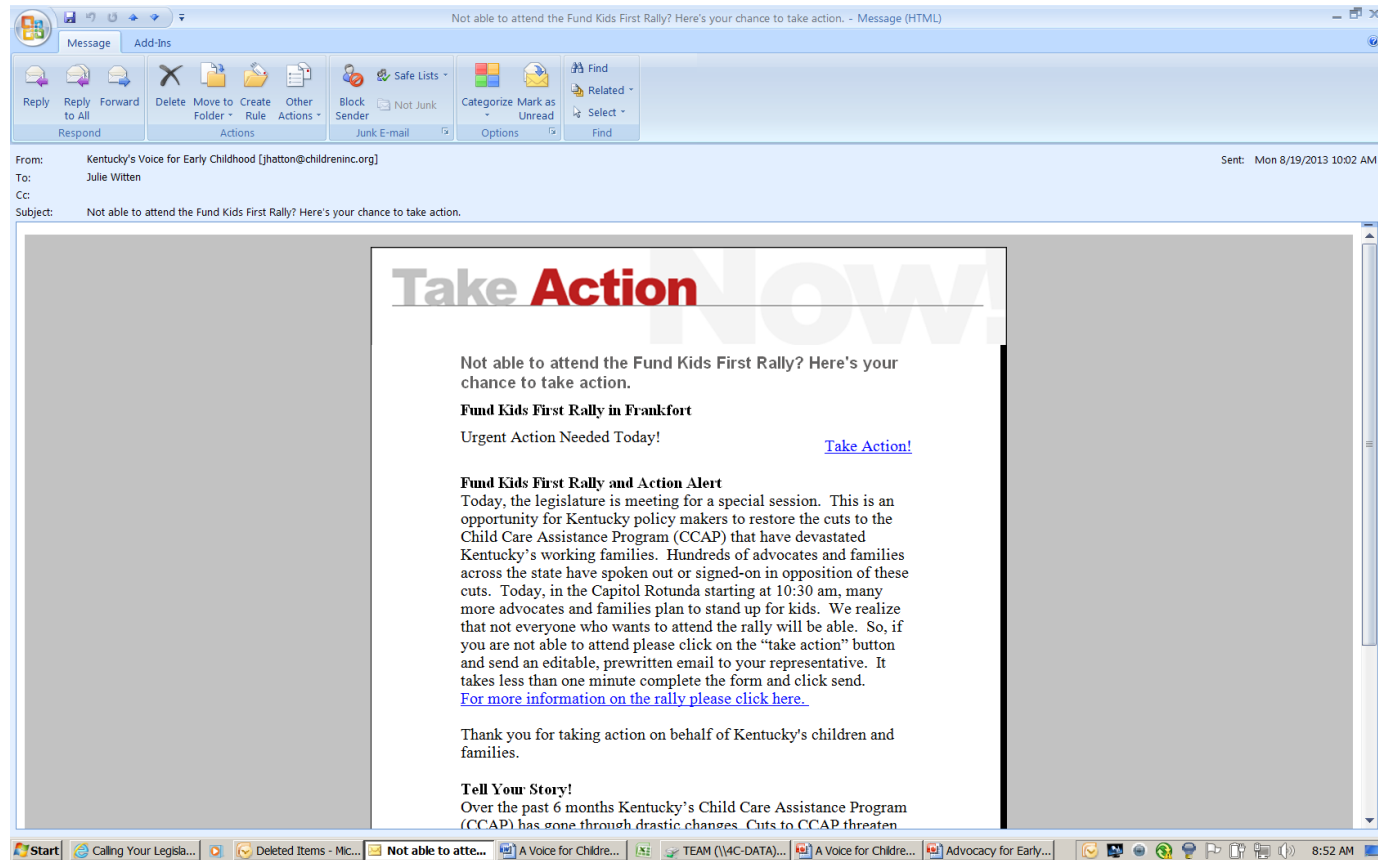
**Tell everyone!**  
**Keep it up!**



# Add Your Voice to the Choir

**Kentucky's Voice for Early Childhood** is an online advocacy network geared to parents and early childhood professionals. Sign up for action alerts at [www.kentuckysvoice.org](http://www.kentuckysvoice.org)

# Taking Action is Simple



# My new mantra

Because early childhood professionals need to be the lead voice on what policies are needed to promote our goal of a well-financed, high quality system of early childhood education for all children. Others will speak for us if we do not use our voices in constructive ways. **We can be change agents, or we can be the recipients of changes that we did not influence.**



*NAEYC*

# That was then, this is now!



# Will You Speak Up for Me?

